

FIG. 1

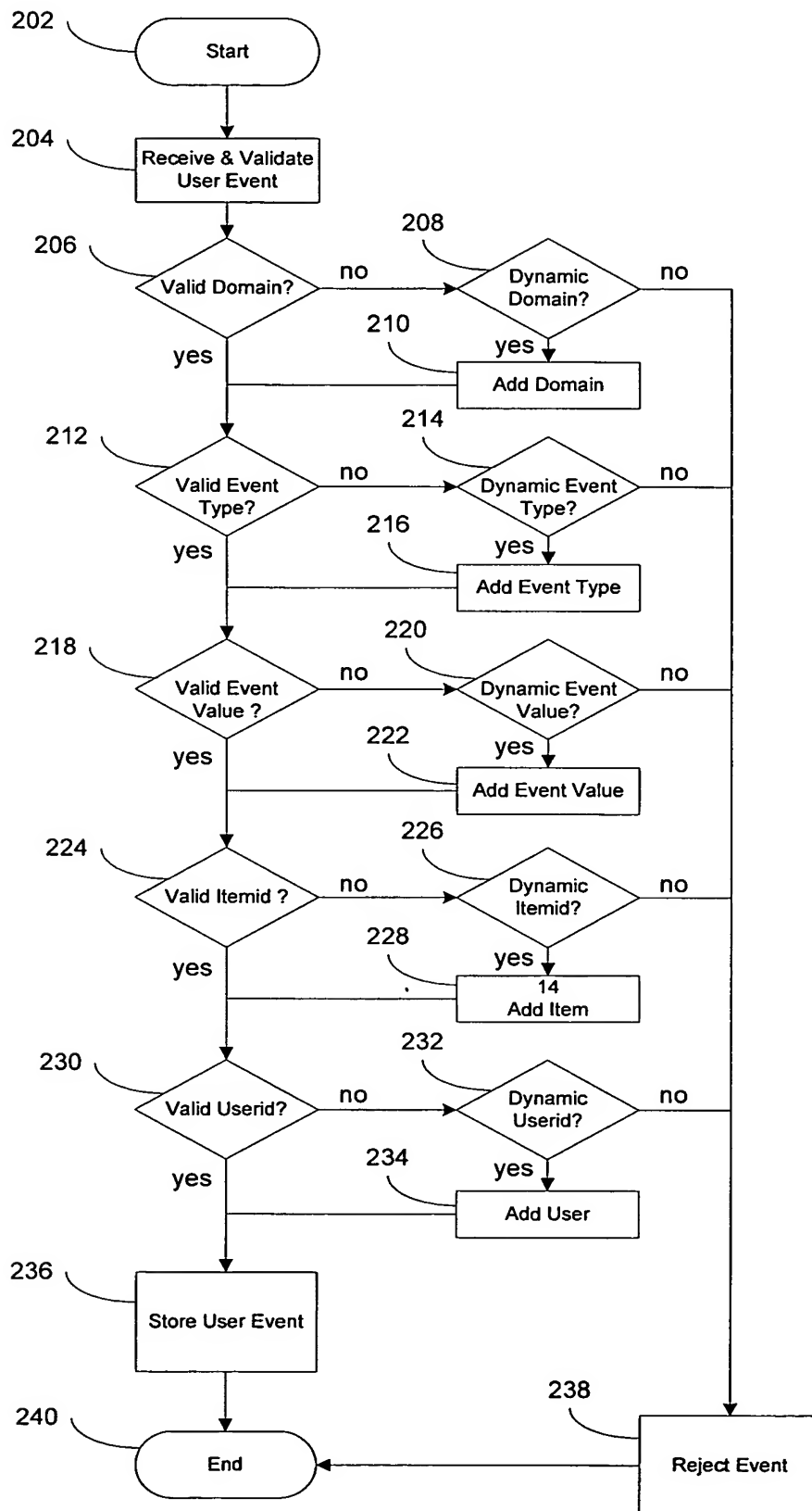


FIG. 2A

User Database 114



<i>userid</i>	<i>domain</i>	<i>itemid</i>	<i>event type</i>	<i>event value</i>
User 1	News	ne84938	view_entire_article	yes
User 1	Movies	mo3844	rate	80
User 1	Movies	mo3844	review	This movie is ...
User 1	Shopping	sh74399	purchase	119
User 1	Shopping	sh74399	rate	high
User 2	:	:	:	:
:				
User n				

FIG. 2B

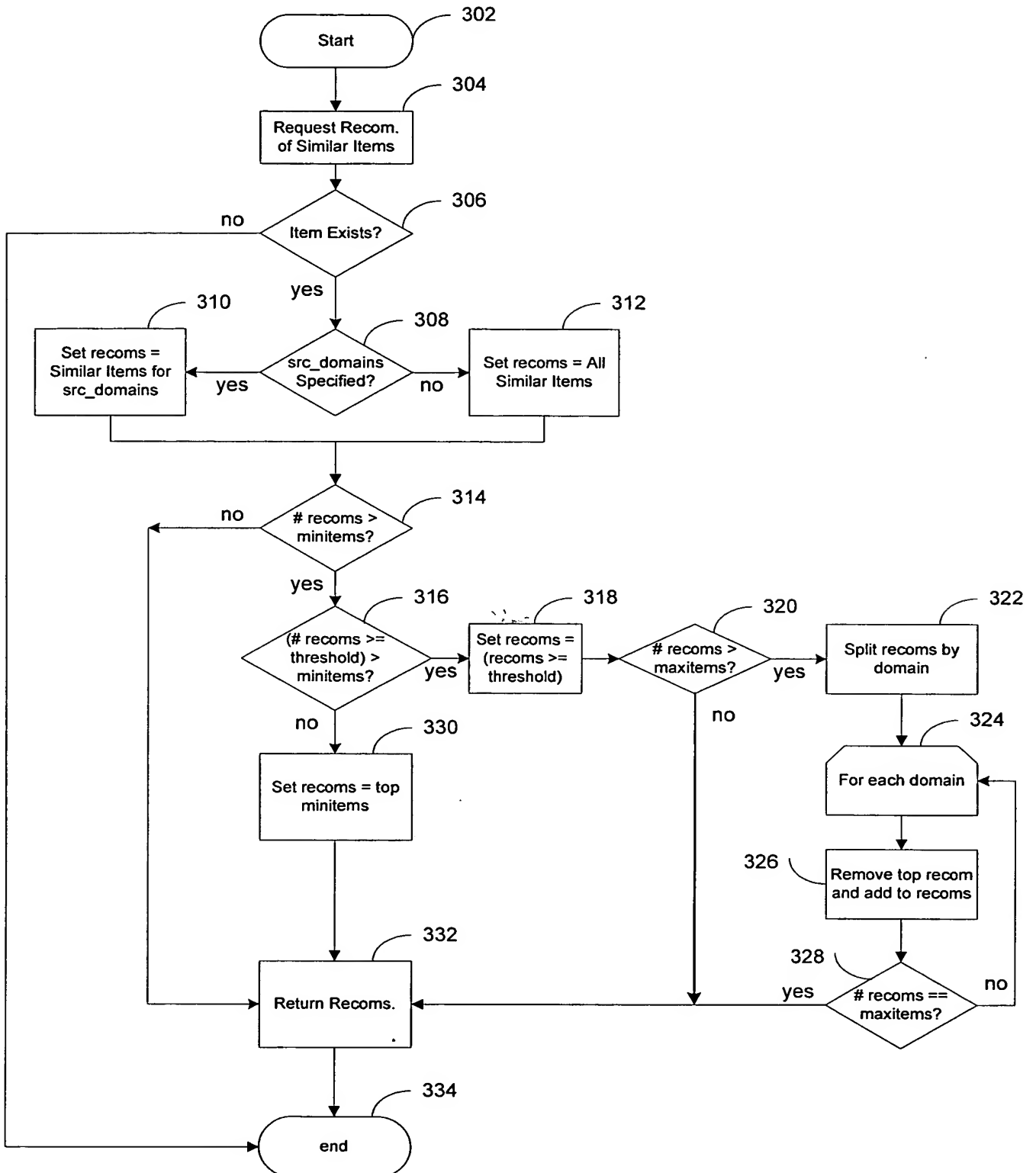


FIG. 3

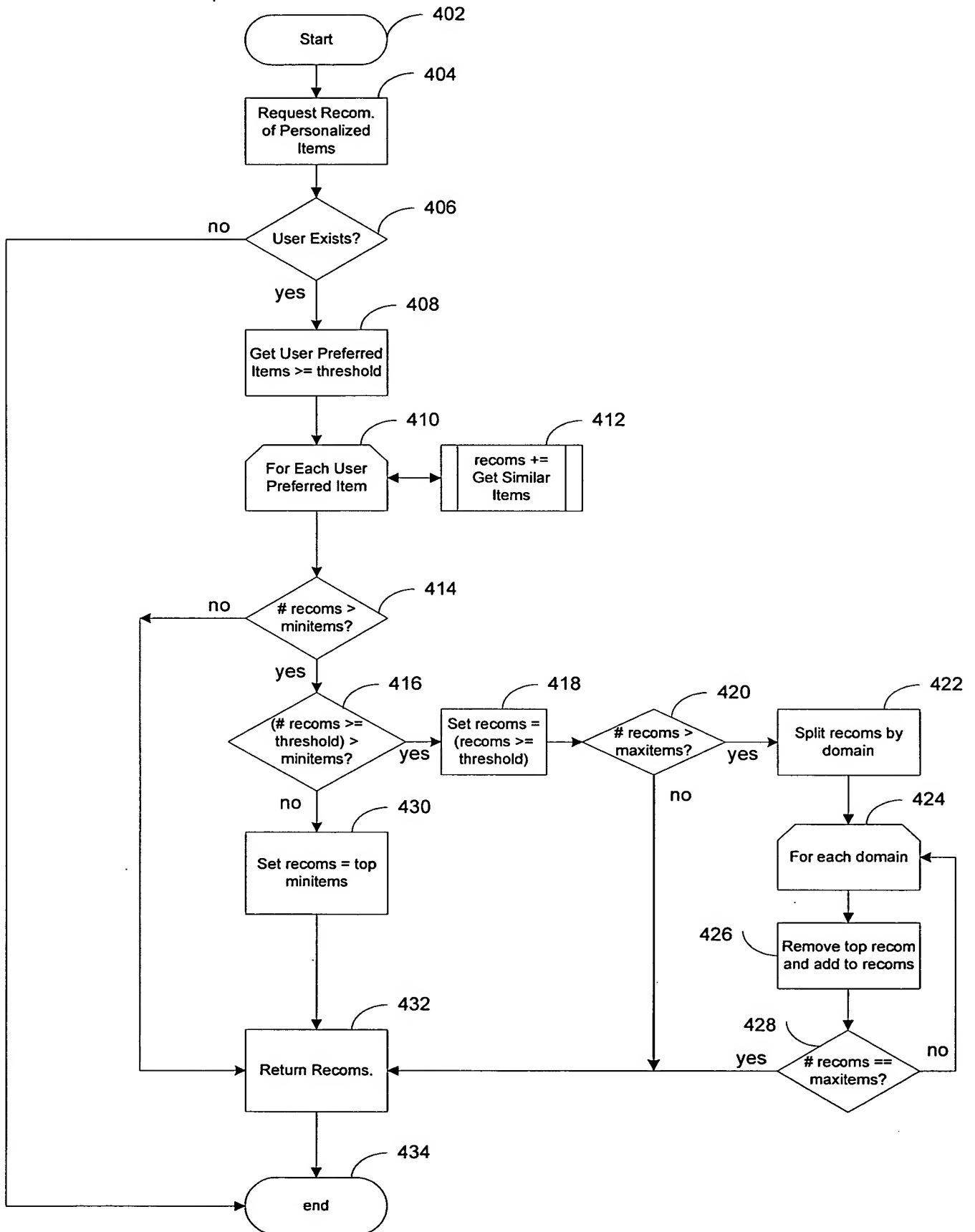


FIG. 4